

**DBM/scan® SEED/track Status by Brand Database Seeded In (With Mailing Strategy)**

	<u>Total Seeded</u>	<u>Got Mail</u>	<u>Mailings in 1996</u>
<b>Primary</b>			
Camel	42	21	30
Defensive	17	10	9
Offensive	25	11	21
Doral	37	14	42
Defensive	15	5	15
Offensive	22	9	27
Salem	30	11	19
Defensive	15	4	10
Offensive	15	7	9
Winston	39	17	23
Defensive	15	6	6
Offensive	24	11	17
<b>Total Primary</b>	<b>148</b>	<b>63</b>	<b>114</b>

<b>Secondary</b>			
GPC	18	4	6
Defensive	8	0	0
Offensive	10	4	6
Kool	14	5	7
Defensive	8	2	3
Offensive	6	3	4
Misty	13	5	5
Defensive	6	1	1
Offensive	7	4	4
Newport	11	2	2
Defensive	4		
Offensive	7	2	2

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	<u>Total Seeded</u>	<u>Got Mail</u>	<u>Mailings in 1996</u>
<b>Total Secondary</b>	<b>56</b>	<b>16</b>	<b>20</b>
<b>Tertiary</b>			
Capri	9	5	11
Defensive	4	2	2
Offensive	5	3	9
Moonlight	5	2	3
Defensive	2	1	2
Offensive	3	1	1
Now	7	1	5
Defensive	3		
Offensive	4	1	5
Vantage	10	4	10
Defensive	3	1	7
Offensive	7	3	3
<b>Total Tertiary</b>	<b>31</b>	<b>12</b>	<b>29</b>
<b>Other</b>			
Basic	2	2	2
Defensive	1	1	1
Offensive	1	1	1
Belair	1	1	1
Defensive	1	1	1
Eclipse	1	0	0
Offensive	1	0	0
Marlboro	7	6	10
Defensive	6	5	6
Offensive	1	1	4

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	<u>Total Seeded</u>	<u>Got Mail</u>	<u>Mailings in 1996</u>
<b>Total Other</b>	<b>11</b>	<b>9</b>	<b>13</b>
<b>Totals</b>	<b>246</b>	<b>100</b>	<b>176</b>

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